



Evaluation Support: Program Evaluation Planning Worksheet

This worksheet is intended to provide basic guidance to assist those persons interested in establishing and focusing a preliminary evaluation plan or process. While the worksheet has been designed to outline some of the essential elements of program evaluation, Evaluation Support can also provide consultation, technical assistance and support in designing and conducting evaluations.

❖ FOCUSING an EVALUATION ❖

➤ What are you seeking to evaluate?

➤ How long has the program or project been in existence?

➤ What is the purpose of the evaluation?

➤ What questions do you seek to answer?

➤ What are your information and data needs?

➤ Information needs to answer question(s)? (what you want to know – how will you know it)

What do I want to know	Indicators

➤ What type of evaluation is needed? (based on purpose and information needed)

➤ Outcome_____	➤ Impact_____
➤ Process_____	➤ Cost-effectiveness_____
➤ Formative_____	

➤ Who is the audience/ who will use the evaluation?

➤ For what purpose? _____

➤ What is your timeline for the evaluation? (When is it needed?)

➤ What are your resource needs?

➤ time _____

➤ money _____

➤ staffing _____

❖ Conducting the Evaluation ❖

➤ What information sources do you anticipate using?

➤ Is information/ data readily available? _____ How much time is needed to collect it? _____

➤ Who will be involved from your office/ program? _____

➤ Will other Agency offices be involved in evaluation? _____

➤ Will other agencies (federal or state) be involved in the evaluations? _____

➤ Who will collect information/ data?

☐ Someone from your office?

☐ Other _____

☐ Outside source (contractor, other outside expertise)

(if using an outside source, please see Contract Checklist)

➤ What data collection methods will be used?

☐ Survey

☐ Interview

☐ Case study

☐ Observation

☐ Document review

☐ Focus groups

☐ Tests

☐ Other _____

❖ Using the Information ❖

➤ How will data analysis be done -- by whom?

➤ How will data be summarized/ interpreted -- by whom?

➤ How will you communicate lessons learned?

➤ To whom and how? _____
